



FOR RELEASE  
December 10, 2012

## **Holiday season provides opportunity to support local economy**

WHITEHORSE—The holiday season is an opportunity to buy local products and support Yukon's artists and craftspeople, Tourism and Culture Minister Mike Nixon said.

"With the holiday season in full swing, I encourage Yukoners to visit local craft sales, retailers and markets to find the perfect gift," Nixon said. "Looking for the Created in the Yukon snowflake symbol is one way to discover one-of-a-kind items made by Yukon artists and artisans."

The Created in the Yukon program includes bags, stickers and tags identifying products made locally. The promotional materials are provided free to artists and craftspeople interested in participating in the program. Eligible products include clothing, artworks, books, CDs and food such as jams and jellies.

To view a sample of local products, the public is invited to visit the Whitehorse Visitor Information Centre where a Christmas tree has been decorated with a variety of hand-crafted samples.

"We'd like to share Yukon's creative spirit by highlighting the diversity and beauty of made-in-Yukon products," Nixon added.

For information about the Created in the Yukon program visit [www.tc.gov.yk.ca](http://www.tc.gov.yk.ca).

-30-

Contact:

Elaine Schiman  
Cabinet Communications  
867-633-796  
[elaine.schiman@gov.yk.ca](mailto:elaine.schiman@gov.yk.ca)

Heather LeDuc  
Communications, Tourism & Culture  
867-667-531  
[heather.leduc@gov.yk.ca](mailto:heather.leduc@gov.yk.ca)

*News Release #12-244*



Stay up to date with the latest Yukon government news by subscribing to our RSS feed here: <http://www.gov.yk.ca/news/rss.html>. Or follow us on Twitter @yukongov.